IN THE CLAIMS

1.   (currently amended) A method for production selection assistance, the method comprising:

receiving a product category selection;

matching the product category selection against a product database to determine a plurality of matched products;

displaying a product matrix comprising a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products;

presenting a product configuration question;

receiving a product configuration answer; and

responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, wherein each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner.

2.   (original) A method according to claim 1, wherein the step of presenting comprises presenting a narrowing product configuration question associated with a selected product configuration parameter chosen from the at least one product configuration parameter, and wherein the step of responsively updating comprises removing the selected product configuration parameter from the product matrix.

3.   (original) A method according to claim 2, further comprising the step of inserting an additional product configuration parameter in the product matrix to replace the selected product configuration parameter.

4.   (original) A method according to claim 1, wherein each product entry further comprises a comparison toggle button with a selected state and an unselected state, and further comprising the steps of displaying a Compare button and, when the Compare button is activated, responsively displaying a side by side comparison only of matched products with the comparison toggle button in the selected state.

5.   (original) A method according to claim 1, wherein the step of receiving a product category selection further comprises receiving a product color.

6.   (original) A method according to claim 1, wherein the model identifier is formatted as a hyperlink to a product information page associated with the model identifier.

7.   (currently amended) A method according to claim 1, wherein the step of displaying a product matrix further comprises displaying column headings in the product matrix including a model number heading, a model price heading, and a product~~an product~~ configuration heading for each of the product configuration parameters.

8.   (original) A method according to claim 7, further comprising the steps of determining a selected column heading based on an external input and sorting the product matrix based on the selected heading.

9.   (original) A method according to claim 1, wherein at least one of the product configuration parameters is formatted as a hyperlink to a product configuration information page associated with the model identifier.

10.   (original) A method according to claim 1, wherein the step of the responsively updating further comprises displaying outside the product matrix the product configuration answer.

11.   (original) A method according to claim 1, further comprising the steps of, after receiving the product category selection, presenting an initial filtering question and receiving an associated initial filtering answer, and wherein the step of matching comprises

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matching the product category selection and a query criteria based on the initial filtering answer against the product database to determine the plurality of matched products.

12.   (original) A method according to claim 1, wherein the step of displaying a product matrix further comprises displaying the product entries sorted by brand name.

13.   (original) A method according to claim 1, wherein the product configuration parameter is a consumer critical-to-quality parameter for the matched products.

14.   (currently amended) A product selection assistance tool comprising:

a communication interface;

a processing circuit coupled to the communication interface; and

a memory coupled to the processing circuit, the memory storing, for execution by the processing circuit, instructions for:

receiving a product category selection over the communication interface;

matching the product category selection against a product database to determine a plurality of matched products;

displaying a product matrix comprising a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products;

presenting a product configuration question;

receiving a product configuration answer; and

responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, wherein each of the product

database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner.

15.   (original) The product selection assistance tool of claim 14, wherein the product configuration question is based on a product configuration parameter chosen from the at least one product configuration parameter, and wherein the instructions for responsively updating remove the selected product configuration parameter form the product matrix.

16.   (original) A product selection assistance tool according to claim 15, wherein the memory further comprises instructions for inserting an additional product configuration parameter in the product matrix to replace the selected product configuration parameter.

17.   (original) A product selection assistance tool according to claim 14, wherein at least one of the product configuration parameters is a hyperlink to a product configuration information page associated with the model identifier

18.   (original) A product selection assistance tool according to claim 14, wherein the product configuration parameter is a consumer critical-to-quality parameter for the matched products.

19.   (currently amended) A product selection assistance Internet web page comprising:

a matrix panel comprising a product matrix displaying a plurality of products using individual product entries comprising a model identifier and at least one product configuration parameter associated with the products; and

a product configuration panel displaying a product configuration question and accepting a product configuration answer;answer, the product matrix responsively updating based on the product configuration answer to eliminate at least one product entry in the product matrix, wherein the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner.

20.   (currently amended) The web page of claim 19, wherein the product matrix further comprises column headings including a model number heading, a model price heading, and a product~~an product~~ configuration heading for each of the product configuration parameters.

21.   (original) The web page of claim 19, wherein the product matrix displays the individual product entries sorted according to a selected column heading.

22.   (original) The web page of claim 19, wherein at least one of the product configuration parameters is a hyperlink to a product configuration information page associated with the model identifier.

23.   (original) The web page of claim 19, wherein the matrix panel further displays outside the product matrix each product configuration answer.

24.   (original) The web page of claim 19, wherein each product entry includes a comparison toggle button with an ON state and an OFF state.

25. .   (currently amended) A computer program product comprising:

a storage medium readable by a processing circuit and storing for execution by the processing circuit:

instructions for receiving a product category selection;

instructions for matching the product category selection against a product database to determine a plurality of matched products;

instructions for displaying product matrix comprising a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products;

instructions for presenting a product configuration question;

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instructions for receiving a product configuration answer; and

instructions for responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, wherein each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner.

26.   (original) The computer program product of claim 25, wherein the storage medium is one of a floppy disk, hard disk, ROM, or RAM.

27   (original) The computer program product of claim 25, wherein the product configuration question is based on a user selected product configuration parameter chosen from the at least one product configuration parameter, and wherein the instructions for responsively updating remove the selected product configuration parameter from the product matrix.

28.   (original) The computer program product of claim 27, further comprising instructions for inserting an additional product configuration parameter in the product matrix to replace the selected product configuration parameter.

29.   (original) The computer program product of claim 25, wherein each product entry further comprises a comparison toggle button with a selected state and an unselected state, and further instructions for displaying a Compare button and, when the Compare button is activated, responsively displaying a side by side comparison only of matched products having the comparison toggle button in the selected state.

30.   (new) A method according to Claim 1, wherein each of the product configuration question and the product configuration answer include information regarding at least one of the refrigerator, washer, dryer, and air conditioner.

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31. (new) A method according to Claim 1, wherein the product configuration parameter includes at least one of a capacity of the refrigerator, a type of dispenser included with the refrigerator, and inclusion of an icemaker with the refrigerator.

32. (new) A method according to Claim 1, wherein the product configuration parameter includes at least one of a capacity of the washer, a number of wash cycles executed by the washer, and a number of combinations of wash temperatures and rinses executed by the washer.

33. (new) A method according to Claim 1, wherein the product configuration parameter includes at least one of an amount of cooling provided by the air conditioner, an operating voltage of the air conditioner, and an energy efficiency ratio of the air conditioner.

34. (new) The product selection assistance tool of Claim 14, wherein each of the product configuration question and the product configuration answer include information regarding at least one of the refrigerator, washer, dryer, and air conditioner.

35. (new) The product selection assistance tool of Claim 14, wherein the product configuration parameter includes at least one of a capacity of the refrigerator, a type of dispenser included with the refrigerator, and inclusion of an icemaker with the refrigerator.

36. (new) The product selection assistance tool of Claim 14, wherein the product configuration parameter includes at least one of a capacity of the washer, a number of wash cycles executed by the washer, and a number of combinations of wash temperatures and rinses executed by the washer.

37. (new) The product selection assistance tool of Claim 14, wherein the product configuration parameter includes at least one of an amount of cooling provided by the air conditioner, an operating voltage of the air conditioner, and an energy efficiency ratio of the air conditioner.

38.   (new) The web page of Claim 19, wherein each of the product configuration question and the product configuration answer include information regarding at least one of the refrigerator, washer, dryer, and air conditioner.

39.   (new) The web page of Claim 19, wherein the product configuration parameter includes at least one of a capacity of the refrigerator, a type of dispenser included with the refrigerator, and inclusion of an icemaker with the refrigerator.

40.   (new) The web page of Claim 19, wherein the product configuration parameter includes at least one of a capacity of the washer, a number of wash cycles executed by the washer, and a number of combinations of wash temperatures and rinses executed by the washer.

41.   (new) The web page of Claim 19, wherein the product configuration parameter includes at least one of an amount of cooling provided by the air conditioner, an operating voltage of the air conditioner, and an energy efficiency ratio of the air conditioner.

42.   (new) The computer program product of Claim 25, wherein each of the product configuration question and the product configuration answer include information regarding at least one of the refrigerator, washer, dryer, and air conditioner.

43.   (new) The computer program product of Claim 25, wherein the product configuration parameter includes at least one of a capacity of the refrigerator, a type of dispenser included with the refrigerator, and inclusion of an icemaker with the refrigerator.

44.   (new) The computer program product of Claim 25, wherein the product configuration parameter includes at least one of a capacity of the washer, a number of wash cycles executed by the washer, and a number of combinations of wash temperatures and rinses executed by the washer.

45.   (new) The computer program product of Claim 25, wherein the product configuration parameter includes at least one of an amount of cooling provided by the air

conditioner, an operating voltage of the air conditioner, and an energy efficiency ratio of the

air conditioner.